

Matthew Blakstad – Head of Member Proposition, NEST

Matthew is responsible for all aspects of NEST's proposition for members, and for ensuring it continues to meet the needs of the new generation of pension savers. He joined NEST from DWP, where he developed public information strategies for State and Workplace Pension Reform. Before this, he headed up communications teams at PwC, Buck Consultants and Talking People, specialising in digital communications, workplace benefits and pensions.



Matthew's debut novel, *Sockpuppet*, which explores questions of identity and privacy in the digital age, is out from Hodder & Stoughton in 2016.